

Message Text

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FM AMCONSUL TORONTO

TO USIA WASHDC

INFO AMEMBASSY OTTAWA

SECSTATE WASHDC 3470

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E.O. 11652: N/A

SUBJ: US TV DOMINANCE IN CANADA

MR. A. W. JOHNSON, THE PRESIDENT OF THE CANADIAN BROADCASTING CORPORATION HAS MADE HIS FIRST PUBLIC SPEECH SINCE HE TOOK OFFICE ABOUT NINE MONTHS AGO. MOST OF HIS ADDRESS WAS DEVOTED TO THE ENORMOUS IMPACT OF US TV PROGRAMS BOTH DIRECT FROM THE BORDER STATIONS AND TELECAST OVER CANADIAN TV STATIONS.

ON ALMOST THE SAME DAY CBC BROADCAST THE LAST PROGRAM OF A SERIES, "THE GREAT CANADIAN CULTURE HUNT" ENTITLED "TV: THE CANADIAN SURRENDER."

MR. JOHNSON SAID THAT CANADIANS SPEND 50 PERCENT OF ALL THEIR LEISURE TIME WATCHING TV AND ONLY 30 PERCENT OF THAT SEGEMENT WATCHING CANADIAN PROGRAMS.

WHILE BORDER STATIONS REACH A HEAVY PERCENTAGE OF THE VIEWERS THROUGH CABLE TV, CANADIAN STATIONS GIVE HALF THEIR PRIME TIME TO AMERICAN SHOWS AND THE CBC ITSELF GAVE 30 PERCENT.

THESE FIGURES GIVEN CONCERN -- APPREHENSION IS MORE LIKE
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IT -- TO THE INTENSE CANADIAN NATIONALISTS. HOWEVER

THEY, AS WELL AS ALMOST EVERYBODY ELSE, CONTINUE TO READ AMERICAN BOOKS, MAGAZINES AND HEAVY DOSAGES OF US NEWS IN THE CANADIAN NEWSPAPERS; GO TO AMERICAN MOVIES AND THEATER; STUDY AMERICAN TEXTBOOKS; FOLLOW AMERICAN SPORTS AND TRAVEL IN THE US.

JACK MILLER OF THE TORONTO STAR SUMMED UP THE CBC PROGRAM WHICH WAS ALSO DEVOTED PRIMARILY TO THE EFFECT OF US TV ON CANADA.

"THERE WON'T BE A CANADA A GENERATION FROM NOW, IF TELEVISION STAYS THE WAY IT IS, AND THERE'S NO SIGN THAT IT WILL CHANGE, NOR ANY SIGN THAT THE COMING GENERATION WOULD WANT IT TO, NOR THAT THE COMING GENERATION EVER WILL LOOK BACK NOSTALGICALLY AT WHAT USED TO BE A SEPARATE COUNTRY UP HERE."

MILLER WROTE: "ON INTERVIEW AFTER INTERVIEW OF CANADIANS OF ALL AGES, THE TV TEAM DREW THE SAME REACTION: PEOPLE HERE WERE TOTALLY IMMERSSED IN TV, FOUND THEIR HEROES AND THEIR STYLES IN IT AND THOSE WERE ALL AMERICAN. TELEVISION PROGRAMMING HAD ENTRENCHED THE IDEA THAT ANYTHING CANADIAN WAS 'BORING', 'MICKEY-MOUSE,' 'DULL,' 'LOUSY,' AND 'SORT OF CRAPPY.'"

MR. JOHNSON PUT IT MORE DELICATELY: "WATCHING AMERICAN PROGRAMS IS NOT JUST A MATTER OF LEARNING THE NAMES OF AMERICAN PLACES AND PERSONALITIES AND HEARING ABOUT AMERICAN EVENTS. IT IS A MATTER OF ABSORBING AMERICAN INTERPRETATIONS OF EVENTS, OF SOAKING UP THE VALUE SYSTEM OF AMERICAN METROPOLITAN SOCIETY, AND COMING TO EXPECT CANADIAN TRADITIONS AND INSTITUTIONS TO LOOK AND BEHAVE AS IF THEY WERE AMERICAN TRADITIONS AND INSTITUTIONS."

CANADIANS ARE, OF COURSE, EXPOSED TO THE BEST AND WORST OF AMERICAN TV. EDITORS, REPORTERS, BUSINESSMEN, GOVERNMENT OFFICIALS AND OTHERS HERE IN TORONTO WATCH PBS FROM BUFFALO REGULARLY.

US NEWS PROGRAMS, DOCUMENTARIES AND PRESS CONFERENCE TYPE
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SHOWS HAVE A WIDE VIEWERSHIP. DONOHUE

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Message Attributes

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Disposition Action: n/a
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Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
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From: TORONTO
Handling Restrictions: n/a
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